

# GREATEST AUTO SHOW IN WEST IS AM OF THE LOCAL DEALERS

Over 40 Booths Have Already Been Contracted For By El Paso Dealers—Show Will Be Educational As Well As Thing of Beauty—Several Firms Will Show Late Models in Commercial Cars.

By GEORGE H. CLEMENTS.

ONE of the most popular exhibits in the International Auto Products exposition in El Paso Oct. 14 to 21, and one that will graphically show the great advance of the past ten years in motor driven vehicles, will be the automobile show and the array of accessories for motor cars. Working with director Dr. B. K. Hanaford, a committee of El Paso auto dealers, headed by chairman C. P. Hunt, is laying out the show, creating the most brilliant display of cars ever gathered west of the Mississippi river.

## Many Startling Changes.

The change that has been brought about during the last decade in the production and use of the self-propelled vehicle, during which it has been developed from a comparatively inefficient luxury to a necessity of everyday life, both for pleasure and business, will be illustrated by the display of cars of all models and for all purposes.

The striking change in body lines from the uncouth models shown ten years ago is only an outward evidence of the important changes that have been made in the power plants of autos. Better carburetors, better ignition systems, better lighting, self starters, improved bearings and springs, the advance from the "one-cylinder" motor to the six-cylinder and eight-cylinder motor, wider range in price, the development of the cheap and reliable car—all these things will be displayed in the exhibit.

All 1917 Models Shown. The exhibit will show the latest models in bodies, tops, chassis and running gear, as well as the many accessories that have been originated for the comfort and convenience of milady out calling, the busy business man or the cross country tourist.

Stimulated by the great success which has attended the army's introduction of the motor truck along the Mexican border, local dealers will display all sorts of commercial cars, from the one ton delivery motor to the big four wheel drive machines used by shippers and contractors.

## STUDEBAKER LEADS IN SEVEN-PASSENGER CARS

During the last 12 months, according to information just made known, the Studebaker corporation led the automobile industry in the production and sale of seven-passenger cars. In that period 7,486 Studebaker seven passenger automobiles were built and shipped. Not only is this a larger number than any other maker of seven passenger motor cars placed in the hands of buyers during the same time, but it is a record number for any 12 months period in the history of the automobile industry.

In addition to the seven passenger cars there has also been a large increase in the output of roadsters and closed cars. In fact, in all the cars built by the Studebaker corporation.

The Studebaker business has shown a 10 per cent increase during the year, and production at present is at the rate of 108,000 per month. This will show a gain of 40 per cent over the output of the same month last year, and will set a new record for Studebaker. Two years ago, the production was 77,000 automobiles for the year. The dealer organization has grown from 2600 to more than 4500 dealers.

For the Best Coffee, Rounded Daily, Fight Coffee Co., or ask your grocer. ADV.

## WOMEN APPRECIATE BATTERY SERVICE

Three days you will see plenty of women driving cars in the main building of the International exposition. One reason for this is the simplicity and efficiency of the modern electrical equipment. Probably the most important part of the electrical system is the storage battery, upon which depends the starting, lighting and other functions of the automobile.

The Willard battery is the most popular of all modern electrical equipment. It is a great many times the size of the old car battery and in this respect the Willard battery is the most popular. A little thing like the lighting of a car, or the cleaning of a terminal, means much to the woman who knows how to manage a car. The Willard battery is highly praised by car manufacturers and dealers throughout the country, because it realizes that much better results can be obtained from the starting and lighting system if the battery is kept in good condition. Moreover, there are so many kinds of cars equipped with Willard batteries that the proper kind of service cooperation means a great deal to the man who sells a car, for it backs up the sale with service that is worth while.

## Honest Injun!

Savage Tires—as honest as the proverbial honest Indian. From the first to the last mile of service you know that you are getting more than full value for the reasonable price you paid.

1000 miles to the good at the start, because of our guarantee mileage allowance.

And at the finish, more than likely from 1000 to 10,000 miles better off than you would have been with the tires you formerly used.

Honest materials and manufacture, honest prices, honest service.

**SAVAGE TIRES**

FACTORY DISTRIBUTORS:

Motor Car Supply Co.

L. M. DUENSING

Cor. N. El Paso and Franklin Streets

**I. H. C. Trucks**  
Ask For Prices

# HOW DO THEY DO IT?

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## Sales and Deliveries

Reports of the El Paso Automobile Dealers for the Current Week.

**A** GAIN it is a case of the dealer having cars for immediate delivery who gets the orders and the fortunate dealers all report some very good business this week.

The Lunt Star Motor company delivered Chandler four-passenger roadsters to F. G. Billings and Mrs. J. W. Jollers, of Hillsboro, N. M., and seven-passenger touring to James J. Wright, Wheeler-Shropshire, S. P. Ochoa, James Nae-Jee and Ernest Branning.

There are still over 50 antiques orders for Dodge cars on the books of the Lunt Star Motor company, though several deliveries were made this week. The Bugner Motor company reported looking an order for 12 Maxwell touring cars for J. L. Greenwood, the dealer at Columbus, N. M. Maxwell deliveries this week were: H. B. Slomum, touring; H. B. Slomum, touring; Dr. B. R. Roder, touring; Dr. M. L. Brock, touring; Army Supply company, touring; George W. Davis, touring.

**Cars For Buick Dealers.**

The El Paso Buick company supplied three of its subdealers with cars this week. Carter & Burnside, of Silver City, got a Buick "six" and a "four"; John Hutchings, of Alamogordo, also got demonstrators of both models while a Buick "four" went to J. L. Burnside, of Las Cruces.

Another big week's business is reported by the Elliott-Garrett company. They delivered a National "highway" six touring to John S. Thomson and a National "highway" six touring to F. S. Long, representative of the Honda Manufacturing company, makers of the Indian motorcycle, and a Paige "6-48" touring to Mrs. Bonnie Bowling.

The El Paso Overland Auto company reports the delivery of the following cars: E. L. Kohl, Portales, N. M., Overland model "4" touring; Capt. M. H. Puck, Sixth Ohio Infantry, Camp Stewart, Overland model "4" touring; Mrs. Francis M. Steele, Overland model "4" touring and an Overland model "4" touring to company B of the 29th Infantry. This car is to be fitted with seats and will be used for passenger service by members of company B.

The El Paso Overland Auto company received another carload of Overlands for the local trade. The Oakland Auto Sales company reports the delivery of an Oakland "four" roadster to Alderman W. G. Jolly. The Southern Motor company delivered a Grant "4" touring to W. F. Martin, of Santa Fe, N. M.

**Two Saxon Sales.**

The El Paso Auto Sales company reports the delivery of a Mitchell "six" touring to W. T. Fitzpatrick and Saxon "six" touring to W. F. Farnow and Col. W. B. Sample. The Vella agency reports looking an order for five and a half ton Vella trucks for a local contracting firm and a two-ton Vella truck for a wholesale grocery.

The following heavy Ford deliveries

were made this week: O. J. Hammett, J. L. Morgan, M. Shankle, C. T. Del-lor, White Grant and Mr. Witter, all touring.

**DON'T NEGLECT SURFACE CUTS IN YOUR TIRES**

Motorists who have been reading the magazine for the proper use and care of tires, will find a statement of the importance of surface cuts of considerable interest.

"We build good tires into every tire we put out," said Mr. Dunning, "but it is up to the motorist to get it out. We take pride in the quality of our tires and tubes, and we make sure we naturally like the fastest motorist who can secure from the tire store. The proper repair of surface cuts will avoid any tire to give the motorist a real hard one and I want to hear from any one who thinks he can tell me of a real tire."

"We have seen surface cuts that were not noticed until they had reached a stage where a blow of metal or some such object matter that lodged in the bottom of it. This, of course, made matters worse. Motorists who make their own repairs should be in mind the importance of thoroughly checking the cut before attempting to repair and get to the bottom of the trouble."

## STEEP GRADE IS GREATLY DESIRED

"Some of my motor friends swear that I'm a crank when it comes to valve-in-head motors," said Jack Bruce, Chevrolet sales manager of the International Auto company, "but I can persuade them all to take rides with me in the new Chevrolet, they'll be bigger 'cranks' than I am. I've always insisted that the valve-in-head motor delivers the most power. Now I am absolutely convinced of it and one trip in the new car will convince anyone."

I want to find any road in the southwest with a hill too steep for the Chevrolet to climb. My friends have suggested several grades, but they have all been easy. Now I want to find a real hard one and I want to hear from any one who thinks he can tell me of a real test."

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## LAS CRUCES ROAD IS REPORTED POOR

The main road to Las Cruces in the shape, according to R. W. Denson, who made the trip up the valley Friday in a Saxon. "The paved road is fine but the detours are terrible," said Mr. Denson. "I would not advise any one to make the trip unless it is absolutely necessary. The repairs should be completed soon, however, and when they are the road will be one of the finest in the southwest."

The El Paso Auto Sales company unloaded another carload of Saxons this week and Mr. Denson went to Las Cruces to arrange for local representation there. The new shipment included a "six" roadster in battleship gray finish and the car has attracted a lot of attention.

**YEARLY CHANGES UNNECESSARY.** In the minds of many automobile owners the opinion has pretty well established itself that it is necessary for motor car manufacturers to radically change their cars at least once a year as a sales stimulant. For two and a half years, however, the Hagen Automobile company has continued the manufacture of its "light six" car. During this period the body and motor have not been changed, with the exception of a few details of appointment and minor improvements in mechanical equipment. At the same time, while the four years of the Hagen factory has been more than doubled, production has never been able to catch up with the demand.

# CLOSED CARS IN MITCHELL LINE

Local Dealers Announce New Body Types In Popular "Sixes."

The new Mitchell closed bodies for all four seasons are out and these new creations show all the coming trends as can be expected from John W. Bates, the famous "Mitchell Man." It is likely that some of the new models will soon make their appearance in El Paso.

Every Mitchell body, closed or open, indeed represents the finest attainable in that class of car. The luxury models are lavish in their finish, design and appointments. The latest example of a luxurious car of this type serves for all the year around. It is never too cold for it, never too stormy and never too warm.

The closed body, which is the Springfield type, is finished, upholstered and equipped like the finest limousine but the seats are all inside so anyone can drive it while sitting with the rest of the car. The car has a dome light—the front seats divide and with the two extra seats the car comfortably carries seven.

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The Mitchell limousine is the finest example of a motor car. All wool whipcord upholstery with silk drop curtains, three electric lights, telephone, toilet and vanity case, flower racks, smoking sets, Walrus clock, arm rests and auxiliary seats that face either way, are only a few of the dainty touches that make this car stand out from the throng.

"The coupe seats four and is finished and upholstered like the limousine. Package compartments, disappearing glass, electric windows and dainty touches for theatergoers are unsurpassed and the highest priced cars cannot offer in closed bodies more superior or finer appointed creations. For the present Mitchell touring car owner there is a wonderfully smart and well fitting demountable top such as has not been marketed heretofore and which ably rounds out a complete line of Mitchell closed bodies that are already finding a ready demand."

## Overstreet Is Back With New Line—Of Real, Breezy Talk

J. R. Overstreet, factory representative of the Hupmobile, blew into town again on Thursday and there was naturally a flurry in Hupmobile for the Dallas man likes next to selling Hupmobile, to talk and he brought along a whole cargo of new stories of Hupmobile facts. The Hupmobile shipment for the Toltek Motor company arrived only last Monday and Mr. Overstreet expected that he would have to bolster up some interest in the car among the Toltek salesman but he found a real surprise awaiting him.

Ben McKennie and C. T. Thode offered to take the Hupmobile out and do more stunts than the factory man. The two salesmen were converted to the Hupmobile and after they gave it the first trial and Mr. Overstreet says that his only regret is that these two men are salesmen instead of prospects. "I'd sell two Hupmobiles in five minutes, let me tell you, if they were prospective buyers," asserted Mr. Overstreet.

He brought reports of excellent business conditions all over east Texas and states that a very prosperous winter is ahead of the south.

**El Paso Business Men.** If it is used in an office we have it. We are also efficiency experts. C. W. McLean, Mgr., 209 Tex. St.—Adv.



## The Universal Car

A few demonstrators of the 1917 models have arrived and are now on display. We expect to start deliveries of numerous orders in the very near future, as the factory has advised us that cars will be shipped to us during the coming week.

PRICES—EFFECTIVE AUGUST 1, 1916.	
CHASSIS	\$369.45
RUNABOUT	\$389.45
TOURING CAR	\$404.45
COUPELET	\$554.45
TOWN CAR	\$644.45
SEDAN	\$694.45

These prices are positively guaranteed against any reduction before August 1, 1917, but there is no guarantee against an advance at any time.

"Watch Them Go By—Every Other One a Ford"



**TRI-STATE MOTOR CO., Inc.**  
Phone 6100. Cor. Leon and West San Antonio Sts.  
EL PASO, TEXAS.



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Phone 6100. Cor. Leon and West San Antonio Sts.  
EL PASO, TEXAS.

**Oakland**

MODEL 32 "LITTLE SIX" \$870 Here

**OAKLAND AUTO SALES CO.**  
E. M. Ford, Gen'l Mgr.  
R. C. Carr, Mgr. El Paso Sales.  
Phone 1142.  
405-409 Myrtle Ave.

**Oakland**

Model 50—"Wonderful Eight" \$1685 Here